

FILE

MAY 6 1946

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.  
Eldorado 5-3693

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### WEEK ENDING FRIDAY, MAY 3, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing-	EXHIBITION: MEXICAN TEXTILE DESIGNS	GRAND CENTRAL ART GALLERIES	15 VANDERBILT AVENUE
May 15	"From Market Place to Museum" -- an exhibit of Mexican textile designs from pre-Cortez to modern day popular arts. Open to public.		
Now Showing- May 29	EXHIBITION: "FREE FORMS IN CERAMICS" Special exhibition of the Ceramic work of Sandro Giampietro. Open to public. Publicity: Aileen Webb, or Elizabeth Washburn, PL. 3-3094.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVENUE
Friday May 3 10:00 A.M.- 11:00 A.M.	SHOWING OF SHORT HAIR STYLES Individual hair-dos with short hair will be demonstrated on live models by Harry D'Amico, President of the American Association for Personalized Hair Styles. He will also reveal the results of a survey taken in more than 100,000 American homes throughout the country as to the preferences of women and men on the question "to bob or not to bob." Attendance strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	HARRY D'AMICO, HAIR STYLIST	HOTEL NEW YORKER PARLOR A
Saturday May 4 11:00 A.M.	"VACATION CAPERS" TEEN-AGE FASHIONS NBC radio broadcast with Johnny Desmond and Vaughn Monroe, followed by Teen-Age Fashion Show, "Vacation Capers", in skit form, modelled by members of the Kresge-Newark "Calling All Girls" Club, and featuring playtime togs. Commentator: Joan Jordan. Press invited. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK 715 BROAD STREET	MOSQUE THEATRE BROAD ST.-NEWARK
Saturday May 4- May 11	MODERN HOMES EXPOSITION OF 1946 National Modern Homes Exposition, with emphasis on design, location, financing, construction, equipping, furnishing, modernizing, landscaping, servicing and maintenance of individual homes or apartments, including a special display of New Products. Tickets: 50¢ each. Publicity: Frank Johnson, 23 E. 26th St., Room 908, LE. 2-0449.	METROPOLITAN ASSN. OF REAL ESTATE BOARDS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

### WEEK BEGINNING MONDAY, MAY 6, 1946

Monday May 6 11:00 A.M.	"YOU IN INCHES"-- PATTERN INSTRUCTION Mary Hyatt, McCall Stylist, will demonstrate and discuss the adjustment of patterns to fit individual measurements, showing how to solve figure and pattern problems. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.	GIMBEL BROS. & McCALL PATTERNS	4TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 6 1:00 P.M. Luncheon	"BRING SUMMER INDOORS"-- NEW MODEL ROOMS "Bring Summer Indoors" is the theme of twelve bright new 5th floor model rooms, decorated and furnished to make the utmost of all available space. Press by invitation at opening on Monday, May 6. Publicity: Marie R. Guthrie, MITchell 2-8000, Ext. 474.	KRESGE-NEWARK 715 BROAD ST.	7TH FLOOR RESTAURANT
Monday May 6- May 10 1:00 P.M.- 11:00 P.M.	SHOWING OF ANTIQUES FOR THE HOME New York's oldest and largest Antiques Show, backed by 17 years of tradition, with 20 states represented among its 150 exhibitors. In it, the Metropolitan Museum will have a central booth dedicated to its Golden Jubilee building expansion program. Pieces for the average home will be on exhibit, featuring 18th Century American antiques. Fair under management of Mrs. Dorothy Hazen and Clifford J. Nuttall. Admission: \$1.20 (including tax). Publicity: Brackett Hazen Advertising, MU. 4-6219.	N.Y. ANTIQUES FAIR	ARMORY 34TH ST. & PARK AVE.
Monday May 6- May 7 2:00 P.M.	DISCUSSION AND EXHIBIT OF STANDARD COLORS Fifteenth annual meeting of Inter-Society Color Council with a discussion by color experts and an exhibit, dramatizing the research in color measurement and calibration. Special session, co-sponsored by the Textile Color Card Association and the American Association of Textile Chemists and Colorists. Contact: Margaret Hayden Rorke, Managing Director, CA. 5-5881.	TEXTILE COLOR CARD ASSN. OF U. S.	HOTEL PENNSYLVANIA KEYSTONE ROOM
Week of May 6 2:30 P.M.- 4:30 P.M.	DEMONSTRATIONS: "SEWING IS A FAMILY AFFAIR" A series of lectures and demonstrations at the Brooklyn Academy of Music, with Lucille Rivers, stylist for the McCall Sewing Corps, presenting an original method of teaching women to sew for the whole family. Course consists of six lessons (one each day from 2:30 P.M. to 4:30 P.M.; Saturday from 10:30 A.M. to 12:30 P.M.) teaching everything from the making of a layette and children's dresses to a woman's suit and a man's lounging robe, with hints on fabrics and how to use colors. A miniature fashion show of the garments made during the week's demonstrations will be held Friday. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS; McCALL SEWING CORPS	ACADEMY OF MUSIC 30 LAFAYETTE STREET
Monday May 6 4:30 P.M. Cocktails	SPECIAL COLLECTION OF FALL FASHIONS Justin McCarty will present a special collection of new Fall fashions during cocktails. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	JUSTIN McCARTY OF DALLAS	HAMPSHIRE HOUSE COTTAGE
Monday May 6- May 11	EIGHTH ANNUAL NATIONAL POSTURE WEEK Window and interior displays by stores, and newspaper and radio advertising will stress the importance of good posture to better health, physical fitness, and appearance. Sponsored by S. H. Camp & Co., Jackson, Michigan, through the Samuel Higby Camp Institute for Better Posture, with national headquarters in New York. Publicity: Frank Kaufman, CH. 4-5798.	S. H. CAMP & CO. JACKSON, MICHIGAN	200 MADISON AVENUE NEW YORK CITY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 7 12:30 P.M. Luncheon	"SWEET TOOTH SET" FASHION PREVIEW Press preview of Sally Mason's new blouses and jumpers, featuring "Chubby Teens" in addition to regular girls' sizes. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON INC.	498 SEVENTH AVENUE 9TH FLOOR
Tuesday May 7 3:30 P.M.- 6:30 P.M. Cocktails	25TH ANNIVERSARY COCKTAIL PARTY Rosenblatt and Kahn, Infants' and Children's Wear manufacturers, will have a 25th anniversary cocktail party for press, buyers and trade, by invitation only. Contact: Charles Harrison, MU. 3-1267.	ROSENBLATT AND KAHN (520 EIGHTH AVENUE)	HOTEL NEW YORKER ROOMS E & H
Tuesday May 7 4:00 P.M.- 6:00 P.M. Tea	MILLINERY FASHION PRESENTATION The Millinery Creators' Guild will issue invitations for their showing of hats by the following exhibitors: Bernice-Charles, Harryson Hats, G. Howard Hodge, Milgrim Hats, Inc., Edgar J. Lorie, Inc., Germaine Montabert, Inc., Jeanne Tete, Inc., and Vogue Hats-Garfunkel Makers, Inc. <u>Attendance strictly by invitation.</u> Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS' GUILD INC.	HOTEL PIERRE COTILLION ROOM
Tuesday May 7 4:00 P.M.- 6:00 P.M.	ANNUAL RUMMAGE TEA AND COCKTAIL PARTY Conducted in cooperation with eight of the city's leading philanthropies, this annual rummage tea and cocktail party is for the benefit of The Bargain Box, a charity thrift shop at 1175 Third Avenue. Especially desired: evening clothes, bags, shoes, hats, household articles, bric-a-brac and children's clothing. Attendance by invitation. Contact: Mrs. T.L. Clarke, 47 E. 64th St., RE. 4-2428. Publicity: Ann R. Silver Associates, MU. 2-8633.	THE BARGAIN BOX	3 SUTTON PLACE GARDEN
Wednesday May 8 12:15 P.M. Luncheon	HOUSING DISCUSSION AT LUNCHEON MEETING Home Furnishings Luncheon Meeting. Members of other divisions invited. Subject: "The How's of Housing." Charles S. Ascher, Regional Housing Expediter, Region 2, National Housing Agency, will speak on "How About Housing Under the Wyatt Program?" Margaretta Van Rensselaer Schuyler, president, Margot Schuyler Associates; and merchandise consultant, House and Garden Magazine, will discuss the subject "How About The New Housing Plans And The Home Furnishings Industry?" Luncheon (including tax and tip): \$3.10 for members; \$3.50 for guests. Reservations close Tuesday, May 7, 5:00 P.M. Chairman: Maude Hill Basserman of W. & J. Sloane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BILTMORE HOTEL BALLROOM
Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Arnold Constable will present Summer fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Publicity: Ted Saucier, EL, 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 8	V-E DAY (END OF WAR IN EUROPE, 1945). Also, birthday of President Harry S. Truman.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 8 4:45 P.M. Cocktails	HAIR STYLES FOR JUNE WEDDINGS Guro will present a showing of summer coiffures, featuring a June wedding with hair styles for each member of the wedding party. Fashions by The Tailored Woman; also, premiere presentation of a Fashion Concerto written for Guro by George Fragos, composer of "I Hear A Rhapsody." By invitation only. Publicity: Nona James, VO. 5-3440.	GURO 441 MADISON AVENUE	WALDORF-ASTORIA THE WEST FOYER
Thursday May 9 9:00 A.M. Breakfast	INFORMAL BREAKFAST FOR FASHION EDITORS Fashion editors and friends have been invited to meet Bonnie Cashin, Twentieth Century-Fox stylist, at an informal breakfast at Hampshire House. Bonnie Cashin has just designed costumes for the forthcoming Twentieth Century-Fox productions "Cluny Brown;" "Anna and the King of Siam;" and "Three Little Girls in Blue." Attendance by invitation only. Publicity: Jeannette Sawyer, CI. 6-0950.	TWENTIETH CENTURY-FOX	HAMPSHIRE HOUSE COTTAGE
Thursday May 9 12:15 Luncheon	BUYERS' BOARD LUNCHEON MEETING Discussions for buyers during luncheon: <u>Thurs., May 9</u> -- Fabric Discussion ... Improvement of Labelling; <u>Thurs., May 16</u> -- "Junior Coats and Suits"; <u>Thurs., May 23</u> -- "College Shop Buyers". Publ: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 21ST FLOOR
Thursday May 9 1:00 P.M. Luncheon	BRIDAL SHOWING OF GIFTS & ACCESSORIES Luncheon showing of Georg Jensen's new gifts and accessories for the bride. Also, hand-finished clothes for children. Press by invitation. Open to public. Fashion Show Director and Publicity: Mary Alice Rice, CI. 6-1790.	GEORG JENSEN 667 FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday May 9 2:30 P.M.; 7:30 P.M.	"SEE AMERICA FIRST" FASHION PRESENTATION Hearn's will present a forecast of Spring and Summer vacation, play, and travel clothes, emphasizing the theme "See America First". Commentator: Nancy Craig ("Woman of Tomorrow" NBC Program). Open to public. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARN DEPT. STORES 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Thursday May 9 3:00 P.M.	"WHAT GOES ON UNDER THE SUMMER SUN" Showing of cottons, spun rayons, and linens for summer, including all sizes for all occasions. This will be the official opening of Martin's Cotton Shop for 1946. Open to public. Publicity: Stella Doern, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Friday May 10 2:00 P.M.	FASHION SHOW AT BASEBALL GAME A review of vacation fashions -- "Holidays Ahead" -- will be presented by Ohrbach's at the Yankee Stadium before the start of the N.Y. Yankees-Boston Red Sox baseball game. Fashions will be presented by 20 Powers and Conover models, and nylon stockings will be given as gate prizes to the holders of lucky tickets. Press invited. Contact: Mark Klauser, AL. 4-1600.	OHRBACH'S	YANKEE STADIUM 161ST ST. & JEROME AVE.
Saturday May 11 11:00 A.M.	TEEN-AGE FASHIONS FOR SUMMER Altman's will introduce their new young designer, Betty Betz, who will present South American-inspired teen-age fashions. Open to public. Publicity B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. FIFTH AVE & 34TH ST	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 12	MOTHER'S DAY (Sunday) -- This year's theme: "Remember Mother...She's a Veteran too."		
Monday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Russeks will present new fashions for Summer sun and Summer fun, from bathing suits to evening clothes. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Monday May 13 2:00 P.M.	FASHION SHOW AT BASEBALL GAME Repetition of "Holidays Ahead," Ohrbach's fashion show at the first Ladies Day Baseball Game at Ebbets Field, Sullivan Place, Brooklyn, between the Brooklyn Dodgers and the Philadelphia Phillies. (See page 4, item #7, for details.) Press invited. Contact: Mark Klauser, Publicity Director, AL. 4-1600.	OHRBACH'S	EBBETS FIELD BROOKLYN
Monday May 13	DEBUT OF LESTER GABA'S DISPLAY COLUMN Lester Gaba, nationally known industrial designer and fashion show director, will write a weekly interpretive column each Monday on current window displays and other visual promotions. His first column appears on May 13.	WOMEN'S WEAR DAILY	8 EAST 13TH STREET

OUT-OF-TOWN FALL MARKET OPENINGS

May 13	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
May 13	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIFORNIA
May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILLINOIS
May 19	CHICAGO NATIONAL WASH DRESS & APPAREL ASSOCIATION SHOW	CHICAGO, ILLINOIS
May 20- May 25	AMERICAN FASHIONS ASSOCIATION DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22- June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALEERS' ASSOCIATION	SAN FRANCISCO, CALIFORNIA
May 23- June 2	CLEVELAND'S SESQUI-CENTENNIAL MID-AMERICA EXPOSITION -- DAILY CONTINUOUS FASHION SHOWS BY CLEVELAND AND NORTHERN OHIO GARMENT INDUSTRIES	CLEVELAND, OHIO

Tuesday May 14 10:30 A.M.	PRESS PREVIEW: "FOLIO OF FALL FASHIONS" A new member joins a famous family..."Sacony-Fulura" fashions...an outstanding achievement in wool blending makes its debut at a press preview, prior to trade showing. Attendance by invitation. Publicity: Sophie Goode, VA. 6-0295.	SACONY	HAL REIFF STUDIO 328 EAST 42ND STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JEWELRY, GIFTS AND ACCESSORIES A Maytime Cocktail Party in Lambert Brothers' new gift shop, showing gifts, jewelry, leather goods, and fashion accessories. Also, a "Then and Now" display of 84 different wedding rings covering a period of 70 years, showing the changes in design. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROS. JEWELRY	LEXINGTON AVE. & 60TH 2ND FLOOR
Wednesday May 15 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Luncheon showing of fashions by Hattie Carnegie on the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION & AWARD The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1946 during luncheon on Thursday, May 16. Attendance by invitation. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Building, N. Y. 17, or CO. 5-5443.	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA GRAND BALLROOM
Thursday May 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SPECTATOR FASHIONS Luncheon fashion preview of Hadden Casuals, showing new spectator dresses for Fall. Attendance by invitation only. Publicity: Silvia Shields, Chernow Co., PE. 6-3520.	HADDEN SPORTS	110 WEST 40TH STREET SHOWROOM
Cancelled May 16	THE A. GOODMAN & CO. PREVIEW OF FALL LINE, ORIGINALLY SCHEDULED FOR THURSDAY, MAY 16, AT 4:00 P.M. HAS BEEN CANCELLED. Publ.: Billie Gould, LA.4-8773		
Thursday May 16 12:00 Noon	OPENING OF COTTON SHOP & FASHION SHOW A & S will open their Cotton Shop with informal modelling of Henry Rosenfeld clothes from 12:00 noon to 8 P.M. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	3RD FLOOR CENTRAL BUILDING
Friday May 17 12:30 P.M. Luncheon	THIRD ANNUAL LUNCHEON FASHION SHOW "Head-Fitting Hats" will be the theme of the third annual luncheon fashion show presented by the Millinery Designers' League. Speaker: Joseph Rabinovich of Ogus, Rabinovich, & Ogus; Fashion Annotator: Jinx Falkenburg, of "Hi, Jinx" Radio Program. For reservations, contact: Mrs. Bessie Auerbach, PE. 6-1050. Press strictly by invitation. Publicity: Ann F. Rummelhart, MU. 6-2469.	MILLINERY DESIGNERS' LEAGUE	WALDORF-ASTORIA WEDGWOOD ROOM
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 20 1:00 P.M. Luncheon	"WEEKEND WARDROBE" LUNCHEON FASHION SHOW Coordinated fashions for summer weekends for girls of 5'7" or taller, designed by Peg Newton of "The Tall Gal's Haven". Open to public. Press by invitation. For reservations, contact PL. 3-4500, Ext. 123. Publicity: Donna Cannon, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	PEG NEWTON 3 EAST 48TH ST.	ST. REGIS HOTEL ROOF
Tuesday May 21 12:30 P.M. Luncheon	RIT DYE FASHION SHOW AND LUNCHEON "Rit Did-It" will be the theme of Summer and Fall fashions presented by Rit Dye Corporation, a subsidiary of The Best Foods, Inc. Renovated outfitts, accessories and home crafts using dye will be featured. Attendance by invitation only. Contact: The Best Foods, Inc., MU. 4-1400.	THE BEST FOODS, INC. 88 LEXINGTON AVENUE	WALDORF-ASTORIA LE PERROQUET SUITE
Tuesday May 21 4:30 P.M.	PRESENTATION OF "FASHIONS ON THE GO" "Fashions On The Go", a complete showing of fashions for postwar globe-trotting, will be presented by the graduating class of the Laboratory Institute of Merchandising. Travel clothes, sportswear, afternoon frocks, and evening fashions will be modelled by the students, and shown through the cooperation of Oppenheim-Collins. Attendance by invitation only. Publicity: Ellen Nolan, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN BALLROOM
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BONMOUTON COATS Outstanding fur designers will present Bonmouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's furs during luncheon, the last of the Wednesday Luncheon Fashion Shows at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter, EL. 5-3000. Contact: Dein Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Monday May 22- May 23 1:30 P.M.- 3:30 P.M.	PARENTS' FORUM: "YOU AND YOUR CHILDREN" "You and Your Children", a free service and permanent project by Saks 34th, providing lectures and discussion periods for the community. Topic: "Parents Are Important". <u>Wednesday, May 22: "The Pre-School Child".</u> Speakers: Dr. Milton I. Levine, consultant to the Bureau of Child Hygiene, Dept. of Health; Jessie Stanton, Chmn. of Baby Institute, Station WJZ. <u>Thursday, May 23: "The School Child and Adolescent".</u> Speakers: Dr. Milton I. Levine; Alice V. Keliher, Assoc. Prof. of Education, N.Y.U. Press invited. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	HOTEL PENNSYLVANIA
Thursday May 23 10:00 A.M. Breakfast	AQUATIC HAIRDO FASHION SHOW Drene Shampoo presents "water baby" hairdos that stay put and look glamourous both for swimming and dancing. Attendance by invitation only. Contact: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE (MAKERS OF DRENE)	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 23 7:30 P.M. Dinner, Dance	ANNUAL RED, WHITE AND BLUE BALL Annual Red, White and Blue Dinner Dance for the benefit of the Soldiers and Sailors Club of New York, a permanent organization for servicemen at 283 Lexington Ave. One of the largest benefit fetes of each Spring season, sponsored by debutantes and society leaders. Chairman of the Ball Com- mittee: Mrs. Harold I. Pratt. Ritz Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS & SAILORS CLUB OF NEW YORK	RITZ CARLTON HOTEL MAIN BALLROOM
Monday June 3 4:30 P.M. Cocktails	PREVIEW SHOWING OF FALL COLLECTIONS Eta of Ren-Eta will show her Fall line to the Trade and Press at cocktails. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA OF REN-ETA 498 SEVENTH AVE.	PLAZA HOTEL TERRACE ROOM
Monday June 3- June 7	SHOWING OF BONMOUTON "WINTRA" COATS Presentation to the trade of new Bonmouton "Wintra" coats, with showing from 9:30 A.M. to 12:00, and 2:00 P.M. to 5:30 P.M. during the week of June 3. Attendance by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	TOWN & COUNTRY CLUB FURS INC. (540 W. 58 ST.) LE PERROQUET SUITE	WALDORF-ASTORIA
Beginning Monday June 3	OPENING OF FALL LINES In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG, INC. ROSE BARRACK, INC. WILLIAM BASS DRESS CO. ANTHONY BLOTTA CAPRI FROCKS, INC. CARLYE DRESSES CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO. Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA FRED GREENBERG CO. JOSEPH HALPERT & CO. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES, INC. DAVID LEONARD & LEVINE MARY LEE, INC.	INDIVIDUAL NEW YORK SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.
Monday June 3- June 14	OPENINGS: FALL FORMAL WEAR First joint opening of formal wear firms, with a showing of Fall lines by members of the Formal Dinner and Wedding Dress Guild, including: ANDORA FROCKS BARBARA DANCE FROCKS BEAUTIME FORMALS BON RAY DANCE FROCKS NAT CANTOR FORMALS CARMIE DANCE FROCKS COLUMBIA JUNIORS HENRY H. CONDER, INC. COQUETTE FORMALS DANSANT FROCKS	FORMAL DINNER AND WEDDING GUILD DEBI DANCE FROCKS DU BARRY FROCKS GLAD MODES, INC. MIRIAM MODES GEORGE JACOBSON, INC. LEO JACOBSON, INC. HARRY KEISER, INC. DAVID KLEIN, INC. KOPP & WEINBERG, INC.	INDIVIDUAL NEW YORK SHOWROOMS LEE CLAIRE, INC. MISS AMERICA DANCE FROCKS NITE CLUB FROCKS FRED PERLBERG, INC. PRE VUE DANCE FROCKS SEALOVE-BECKER WILL STEINMAN, INC. TOPPER FORMALS YOUNG MODES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 6 4:00 P.M.- 6:30 P.M. Cocktails	"FOREVER AMOROUS" TULA FASHION SHOW A "glamour" fashion show featuring "Forever Amorous" hostess pajamas and negligees for home or dining out. Entire collection inspired by fashions worn by the famous beauties of history, highlighting the Persian influence in hostess pajamas as featured in the 20th Century-Fox production "Anna and the King of Siam". Commentator: Vyvyan Donner, Fashion Director, 20th Century - Fox Movietone News. Press strictly by invitation. Publicity: Billie Gould, Inc., LA. 4-8773.	SAM LANDAU, INC.	HOTEL PIERRE ROOF GARDEN
Monday June 10 1:00 P.M. Luncheon	BLACK AND WHITE FASHIONS AT LUNCHEON Summer black accented with white will be presented by Russeks during luncheon. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Russeks publ.: Helen Moran, WI. 7-1900. St. Regis Fashion Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Beginning Monday June 10	OPENING OF FALL SPORTSWEAR LINES The members of the Sportswear Guild and their respective Fall opening dates are as follows:	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	<u>June 10</u> STAR-MAID DRESSES		<u>June 12</u> DAVIDOW DAVID M. GOODSTEIN, INC. MUTUAL-ROSENBLUM CO.
	<u>June 11</u> ADLER & ADLER, INC. KANE-WEILL, INC.		<u>June 13</u> CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT
	Contact individual manufacturers.		
Tuesday June 11 4:15 P.M.	NEW FASHIONS AND TECHNICOLOR MOVIE "Selling to Stores", a 17½ minute technicolor movie, will be presented along with fashions by Sam Friedlander, including cocktail and evening clothes, evening pajamas, bridesmaid and wedding gowns. Attendance by invitation only. Contact: Sam Friedlander, PE. 6-2663.	SAM FRIEDLANDER	530 SEVENTH AVENUE
Wednesday June 12 4:00 P.M. Cocktails	ANNUAL FASHION SHOW AND PRESS PARTY Sixth annual National Sewing Contest Fashion Show and Cocktail Party, sponsored by the National Needlecraft Bureau, to award prizes to national sewing champions. Alma Kitchell of the Blue Network will be Mistress of Ceremonies. Attendance by invitation only. Publicity: Grace Turner, of Win Nathanson Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
June 16	FATHER'S DAY (Sunday) This year's theme: "Honor Our Veterans -- Give Thanks This Father's Day." For posters and material, contact: National Father's Day Committee, 50 East 42nd St.		

NOTES

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Saturday May 4- June 22 8:30 P.M. OPENING: CARNEGIE "POP" CONCERTS CARNEGIE HALL, 7TH AVE. & 57TH ST. Seven weeks of classical and popular music, with the following conductors and artists for the first week:  
Sat. May 4--SALUTE TO THE U. N. Artur Rodzinski, Conductor; Walter Hendl, Conductor-Pianist; Robert Merrill, Baritone.  
Sun. May 5--Mark Warnow, Conductor; David Ross, Narrator; "Hit Parade Singers"; Genevieve Rowe, Soprano; John Corigliano, Violinist.  
Mon. May 6--Edward Fendler, Conductor; Roman Totenberg, Violinist; Katherine Dunham and her troupe of 18 dancers.  
Tues. May 7--VICTOR HERBERT FESTIVAL. Rosario Bourdon, Conductor; Rosemarie Brancato, Soprano; Donald Dame, Tenor.  
Wed. May 8--OPERATIC MUSIC. Alfredo Antonini, Conductor; Vivian Della Chiesa, Soprano; Francesco Valentino, Baritone.  
Thurs. May 9--VIENNESE NIGHT. Josef Bonime, Conductor; Miliza Korjus, Coloratura Soprano; Mario Berini, tenor.  
Tickets: \$1.00 to \$3.00 plus tax. Refreshments at popular prices. Contact: Box Office, Carnegie Hall. Publicity: The Earl Ferris Company, Hope Associates Division, PL. 5-3100.

Week Of May 5 S. HUROK'S BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST. Program for the fourth and final week is as follows:  
Sun. Mat. May 5--FIREBIRD, TALLY-HO, PAS DE DEUX, GRADUATION BALL  
Sun. Eve. May 5--INTERPLAY, FIREBIRD, ON STAGE, BLUEBEARD  
Mon. Eve. May 6--LES SYLPHIDES, PETROUCHKA, PAS DE DEUX, FANCY FREE  
Tues. Eve. May 7--SWAN LAKE, PILLAR OF FIRE, BLUEBEARD  
Wed. Eve. May 8--GRAZIANA, FAIR AT SOROCHINSK, PRINCESS AURORA  
Thurs. Eve. May 9--HELEN OF TROY, UNDERTOW, PAS DE DEUX, INTERPLAY  
Fri. Eve. May 10--GISELLE, JUDGMENT OF PARIS, FANCY FREE  
Tickets: \$1.20-\$3.60 (including tax). Publicity: Ruth Goode, PL. 3-0820.

Monday May 6- June 15 LONDON OLD VIC THEATRE COMPANY CENTURY THEATRE, 59TH ST. AT 7TH AVE. A six-weeks series of repertory presentations under the sponsorship of Theatre, Inc. Featured players include: Laurence Olivier, Ralph Richardson, Nicholas Hannon, Miles Malleson, and Joyce Redman. Henry IV Director: John Burrell. Costumes: Roger Furse. Performances scheduled for this week are: May 6: Premiere: Henry IV, Part 1; May 7: Premiere: Henry IV, Part 2; May 8: (Mat.) Henry IV, Part 1, (Eve.) Henry IV, Part 2; May 9: Henry IV, Part 1; May 10: Henry IV, Part 1; May 11: (Mat.) Henry IV, Part 1; (Eve.) Henry IV, Part 2. Publicity: Morton Gottlieb, William Fields and Walter Alford, BR. 9-6173.

Wednesday May 8 PREMIERE: NEW OPERA BRANDER-MATTHEWS THEATRE, 117TH ST. & AMSTERDAM AVE. World Premiere of a new opera, "The Medium" (in English) by Italian composer Gian-Carlo Menotti. Settings: Oliver Smith. Costumes: Fabio Rieti. Admissions: 60¢. Publicity: Earl Ferris Co., Hope Associates Division, PL. 5-3100.

Wednesday May 8 OPENING: "ON WHITMAN AVENUE" CORT THEATRE, 48TH ST. EAST OF B'WAY Canada Lee and Mark Marvin, in association with George McLain, present Maxine Wood's new play on racial prejudice, about a Negro family living in a white neighborhood. Cast includes: Canada Lee, Will Geer, Ernestine Barrier, Perry Wilson, Hilda Vaughn, Philip Clarke and Abbie Mitchell. Director: Margo Jones. Settings: Donald Oenslager. Costumes: Ricki Grisman. Publicity: Bernard Simon, BR. 9-5906.